

# ACCELERATING ENROLLMENT FOR CLINICAL STUDIES

*An Overactive Bladder Case Study on AutoCruitment's Comprehensive Qualification Services Capabilities*

Overactive bladder (OAB) is a condition characterized by a sudden and frequent urge to urinate, often accompanied by incontinence. The condition is often underreported due to stigma, with many individuals reluctant to seek medical help, making it difficult to identify eligible participants. These challenges are compounded by the need for specific criteria in trials, which can limit the number of suitable candidates.

This case study explores how AutoCruitment successfully addressed these challenges through a targeted, multi-faceted approach that accelerated enrollment and improved patient qualification outcomes.

## ACCESS: REACHING A VERY SPECIFIC POPULATION



This Phase III Overactive Bladder study faced a significant enrollment challenge due to the protocol requiring a narrow population of participants who had previously used specific treatments without sufficient response. Compounded by the difficulties study sites faced in meeting enrollment targets within the first two months, the sponsor estimated it would take an additional 11 months to complete enrollment at the current pace—despite having only six months remaining in the study timeline.

The Study Team required a dependable and transparent solution to bring in additional qualified patients, close the enrollment gap, and boost the enrollment rate from 17.7 to 30 patients per month to ensure the study concluded on schedule.

While launching a recruitment campaign is crucial, the next challenge lies in significantly boosting enrollment rates to meet study timelines. For this Phase III overactive bladder study, AutoCruitment developed a dynamic solution to drive enrollment utilizing AutoCruitment's proprietary algorithm to search within a 30-mile radius of contracted research sites and identify patients who actively show interest in Overactive Bladder or OAB treatment options. AutoCruitment launched a campaign tasked with supporting 54 research sites and randomizing 100 patients within six months, aiming to increase the enrollment rate from 17.7 to 30 patients per month.

AutoCruitment's dynamic approach included customized outreach strategies that effectively targeted and engaged potential participants, resulting in not just meeting but surpassing the original goal. By randomizing 108 patients within five months, AutoCruitment increased the enrollment rate to 33.14 patients per month—a remarkable 87% improvement. This accelerated pace allowed the study to close ahead of schedule, ultimately saving six months on the enrollment timeline compared to projections prior to AutoCruitment's involvement.

## STUDY SITE TESTIMONIAL

*AutoCruitment has been providing quality referrals consistently for our clinical trials and has allowed our site to increase enrollment in a quick and efficient manner. The referral portal is simple, easy to use which makes updates very easy and not time consuming. I have worked on recruitment for hundreds of clinical trials and have seen many central ad campaigns with many vendors with varying degrees of success, but if I had to pick one to work with it would be AutoCruitment because of the consistency and quality of referrals.*

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## EFFICIENCY: SUPPORTING SITES AND PATIENTS FOR OPTIMAL OUTCOMES



Efficiency in recruitment is not just about rapid engagement but also about supporting both patients and clinical sites throughout the enrollment process. AutoCruitment's engagement services team functioned as an extension of the study sites, offering ongoing support to both the sites and patients. This collaboration proved highly effective, with 35 participating sites successfully randomizing at least one patient recruited by AutoCruitment, and the top-enrolling site randomizing eight patients through the campaign.

The impact of AutoCruitment's support was evident in the feedback from the sites involved. Many of the sites expressed a desire for continued support with patient referrals, and requested ongoing engagement support from AutoCruitment.

## RESULTS

88,000 Patients Interested

3,735 Passed Online Screen

483 Patients Pass Phone Screen

35 sites randomized at least 1  
AutoCruitment patient

6 Months Saved

Recruitment Timeline  
Reduced by 87%

AutoCruitment Contributed  
47% of Randomized  
Participants

## IMPACT: ACHIEVING SIGNIFICANT OUTCOMES IN A SHORT TIMEFRAME



Recruiting individuals with overactive bladder (OAB) for clinical trials can be challenging due to several factors, including stigma, treatment history, and narrow inclusion criteria. Recognizing this, AutoCruitment implemented a direct-to-patient strategy, leveraging digital channels to place clinical research opportunities directly in front of a large and relevant audience of individuals with the condition as well as their caregivers.

In a remarkably short period of time, this approach successfully engaged 88,000 people interested in pursuing a clinical trial.

This rapid and extensive outreach was a crucial first step in overcoming the barriers associated with recruiting this difficult-to-reach population.

483

Qualified  
Patients  
Referred

87%

Decreased  
Recruitment  
Timeline

47%

Randomization  
Contribution